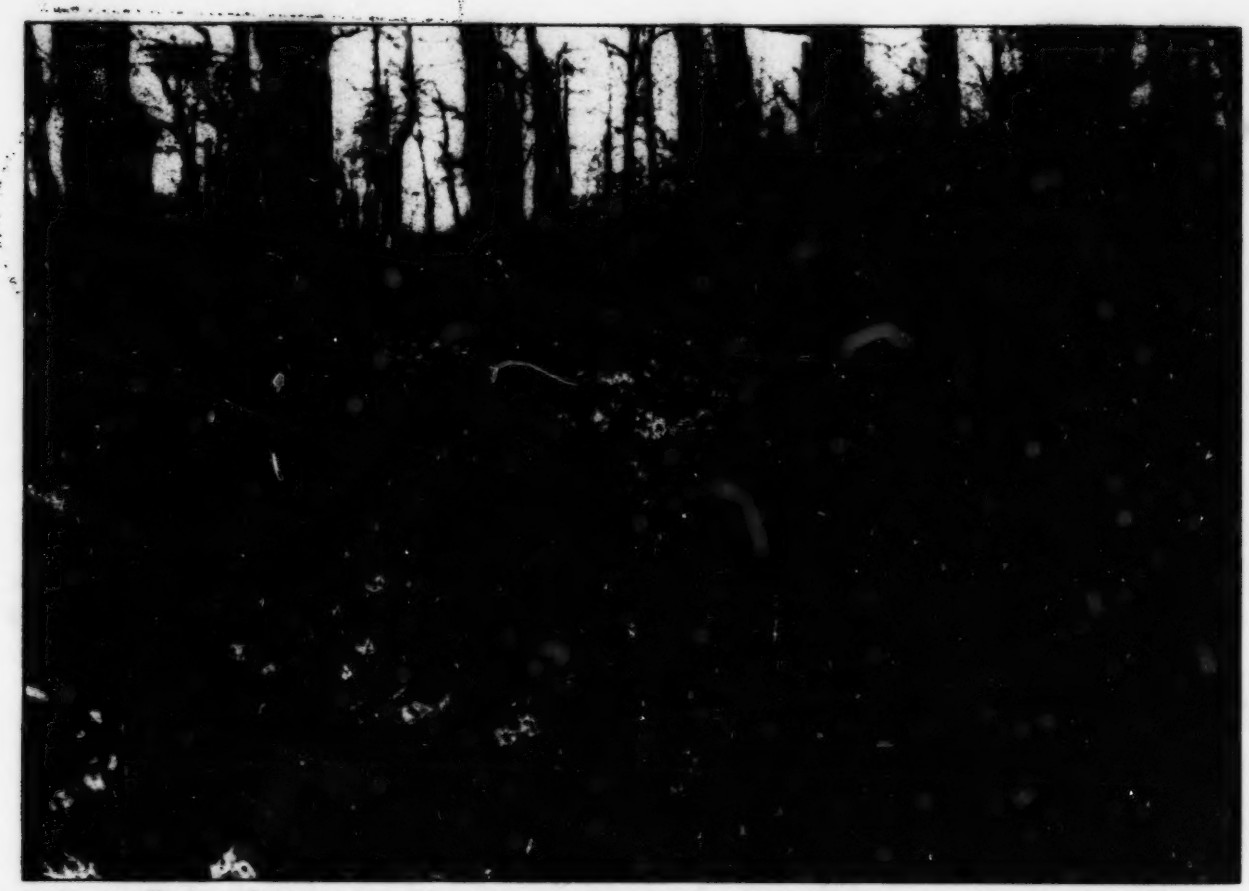


*Landscapes:* "The Aspen Parklands." A scene from the program that won an award at the 27th San Francisco International Film Festival.

ACCESS NETWORK is the registered trade mark of The Alberta Educational Communications Corporation. The Corporation was established by provincial statute assented to May 10, 1973, and proclaimed October 17, 1973. Its purpose is to provide a framework within which educational broadcasting and the development, production, and distribution of educational programs and materials can take place. Aside from self-generated revenues, ACCESS NETWORK is funded by a provincial government grant.

**Awards won by the Corporation, 1984-85**

*Aspects of Ecology:* "Micro-organisms"
Honorable Mention, Educational Category,
1985 AMPIA Festival, February 16, 1985,
Edmonton, Alberta

"The Komagata Maru Incident"
Honorable Mention, Dramatic Production
under 60 minutes Category,
1985 AMPIA Festival

*Landscapes:* "The Aspen Parklands"
Certificate of Participation with Merit (awarded
at the discretion of the judges),
27th San Francisco International Film Festival
(film and video competition)

*Landscapes:* "The Precambrian Shield"
Honorable Mention, Wildlife Category,
1985 AMPIA Festival

*Landscapes:* "The Badlands and River Valleys"
Best Wildlife Category, 1985 AMPIA Festival

*Nursing Preceptorship:* "Scenarios
for Discussion"
Network for Continuing Medical Education Award,
Third Place, Outside Production Category,
Health Sciences Communications Association,
'BIO '84', June 16-21, 1984, Atlanta, Georgia

**ACCESS NETWORK Productions**
**Individual Award Winners**

*Aspects of Ecology*
Best Host: Judith Mabey
1985 AMPIA Festival

"The Komagata Maru Incident"
Best Actor: Graham McPherson
1985 AMPIA Festival

# CONTENTS

**The Alberta Educational Communications Corporation**
**TWELFTH ANNUAL REPORT**
April 1, 1984 - March 31, 1985


**Board of Directors** 2

**Letter of Transmittal** 3

**President's Report** 4

**Corporate Administration** 6

- Planning and Research
- Revenue Development

**Educational Technology and Administration Division** 8

**Educational Technology**

- Formal Learning—Children/Youth
- Formal Learning—Adult
- Educational Technology Centre
- Media Resource Centre

**Administration**

- Personnel Services
- Information Systems
- Financial Services

**Television and Market Development Division** 12

**Television**

- Informal Learning/Programming
- Production
- Acquisitions and Scheduling
- Operations—Edmonton
- Operations—Calgary

**Market Development**

- Communications
- Marketing
- Publications
- Utilization
- Copyright

**ACCESS NETWORK — CKUA AM•FM** 16

- Programming
- News
- Engineering

**Private Sector Shares** 18

**Financial Statements** 20-24

**Organization Chart** inside back cover

Dr. Jack Snedden
Chairman, Medicine Hat

Donna Fraser
Vice Chairman, Calgary

Don Bahnuik
Edmonton

Dr. Des Berghofer
Edmonton

Glen Buick
Edmonton

Clem Collins
Grande Prairie

Dr. Mel Fenske
Edmonton

Jack J. Kane
Edmonton

John Keast
Taber

Robert Labelle
Calgary

John McKay
Calgary

Ken Murricane
Edmonton

Eleanor Thomson
Calgary

Jim Woronuik
Edmonton

President and Chief Executive Officer—Peter L. Senchuk; Secretary to the Board—Roberta M. Gamble

June 24, 1985

Hon. Bob Bogle
Minister, Utilities and Telecommunications
Room 228, Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Bogle:

Further to the requirements of the Alberta Educational Communications Corporation Act, RSA 1980 Chapter A-18, Sec 12 (2) as amended by the Alberta Educational Communications Corporation Amendment Act, 1981, Chapter 1, which states:

> "The report under subsection (1) shall be laid before the Legislative Assembly, if it is then sitting, and if it is not then sitting, within 15 days after the commencement of the next ensuing sitting."

It is my pleasure to provide a copy of the report for your review and for filing before the Legislative Assembly.

Sincere regards,

Dr. Jack Snedden
Chairman, Board of Directors

Peter L. Senchuk
President and Chief Executive Officer

During the reporting year, the Corporation proudly introduced a new 84-hour-per-week educational-television service for Albertans. The countdown on Sunday, January 13, 1985, was one of the most exciting times in the Corporation's history. Then, at 6 p.m., ACCESS NETWORK television was on the air!

The new service originates from Edmonton's fully computerized master-control facility and provides educational television 12-hours-a-day, seven-days-a-week via the Telesat Canada ANIK C-3 satellite. Albertans receive the service via cable television where this is available—or by means of a satellite receiver dish. The Corporation was successful in achieving extensive support from the province's cable television industry for the distribution of ACCESS NETWORK television on basic channels. Satellite-to-cable technology became the key to the distribution of the Corporation's telecommunications services to Albertans.

To ensure that every aspect of planning would be considered, a Satellite Development Planning Committee was established, together with appropriate subcommittees, whose members were charged with identifying and monitoring the completion of all the licence, regulatory and contractual obligations and agreements necessary to implement the new service. The Committee was also responsible for planning and implementing all technical and facility requirements for the new television initiative, documenting the nature of this service, recommending program guidelines, and preparing a schedule.

In addition, a Satellite Dish Placement Program Committee was established. The Corporation allocated specific resources to assist schools and educational groups in the province in acquiring satellite-receiving equipment in locations where cable distribution was not readily available. A Satellite Dish Placement Policy was introduced to ensure appropriate use of these resources according to established criteria. By fiscal year-end, many applications for placement had been approved.

The ACCESS NETWORK television service provides a wide variety of lifelong-learning opportunities, both formal and informal, and includes many special telecourses. This service enhances and enriches the lives of viewers with its educational and cultural offerings and its promotion of the Alberta heritage. Thus ACCESS NETWORK is contributing to the educational, cultural, economic, and social development of the province.

In keeping with the Corporation's objective to utilize the ANIK C-3 satellite bandwidth extensively, planning progressed for ACCESS NETWORK – CKUA AM•FM to begin transmitting the radio service via satellite. The satellite bandwidth, an electronic highway, has many lanes of varying width for different kinds of traffic, for example, video and audio, teletext, and graphic software. As a result, the Corporation will be able to download video and data in off-hours, and transportable uplink facilities will enable it to provide live telecasts from remote locations throughout Alberta. Satellite technology provides a multi-lane, electronic highway that will transport many ACCESS NETWORK services in the years to come.

In order to reflect the expanding services of the Corporation, a new trade name and logo were developed. The new ACCESS NETWORK logo represents the expanded combination of radio, television, and computer technology being offered to both educators and the public. The new logo—displayed on the cover of this publication—is a modified version of the Corporation's previous logo, thereby providing a link with the past while projecting a high-technology image.

Throughout the year, the Corporation continued to maintain existing services. Refinements to the new organization—as presented last year—further recognized the Corporation's commitment to meeting the educational communications requirements of Alberta Education and Alberta Advanced Education. To this end, the Educational Technology Department was created in order to consolidate, within a major corporate grouping, the services available to educators and educational institutions.

The 1984-85 year was one filled with challenges. Activities leading up to, and following, the commencement of the ACCESS NETWORK satellite service were many and varied, affecting virtually every aspect of corporate operations. A particular challenge was the Corporation's commitment to maintain existing services while implementing the expanded new services. There was also the planning of future benefits, e.g., textual/data and computer software that will be delivered via satellite to increase formal and informal lifelong-learning opportunities for Albertans.

The success of the satellite initiative would not have been possible without the vision and full support of the Board of Directors, the strong commitment of ACCESS NETWORK personnel, and the encouragement and endorsement provided by the Government of Alberta.

I look forward to working with Board members and staff as the Corporation continues to meet the ever-increasing challenges of providing educational communications services to Albertans.

Peter L. Senchuk
President and Chief Executive Officer

# CORPORATE ADMINISTRATION

The **Planning and Research Unit** increased its activities significantly in the reporting year in support of both the ACCESS NETWORK television service and the new Project Decisions Process. Major work undertaken by the Unit in regard to the satellite service included:

- two marketing research studies conducted to provide information on the educational-television interests and preferences of adult Albertans with respect to telecourse, second-language, cultural, and informational programming. The results were utilized in designing various aspects of the new service, including the concept schedule, programming themes, program focus, and the timing of specific blocks of programming.
- a series of focus-group studies to assist in the development of new corporate-identity symbols.
- a series of program-specific studies, e.g., the *Fitness For Life* Study, to identify the nature of audience interest in educational-television programs dealing with health, fitness, parenting, and safety.
- a study of teenagers' television-viewing interests, preferences, and habits to garner information useful in the acquisition and development of programming for this age group.
- a series of background studies to aid the finalization of winter and summer television schedules.
- the initiation of a newspaper/magazine reading study to assist the design of a promotions campaign for the new satellite service.

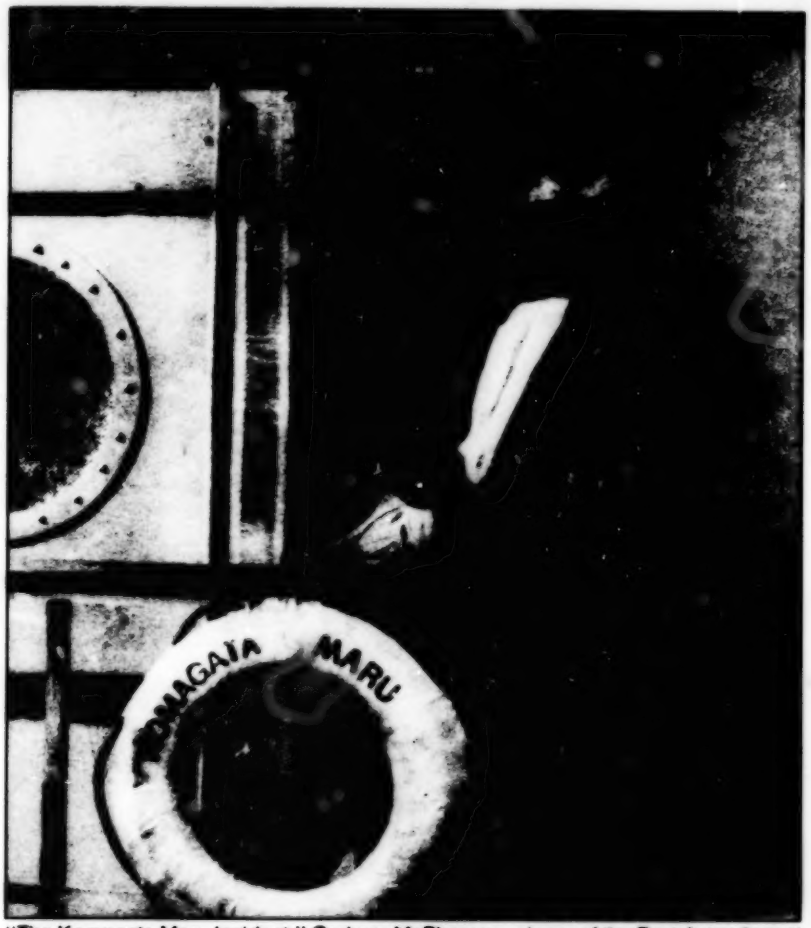
In 1984-85, the Unit began developing an annual planning process involving the participation of external advisory committees. It also co-ordinated the preparation of an annual, comprehensive, programming and service plan for the Corporation.

A wide variety of formative and summative research studies were also completed during the year. These included:

- "English For Life and Work" an evaluation of this application of videodisc technology in second-language instruction
- *Tradition and Modernization in Asia and Africa* an evaluation involving Social Studies teachers, which assessed this multi-media kit for Grade 8 Social Studies curriculum
- Adult Literacy Project—conducted for ACCESS NETWORK — CKUA AM•FM in order to obtain information on the functionally illiterate target audience for a proposed radio series.

Among the special studies completed on behalf of, or in co-operation with, external agencies were:

- Computer Courseware For Bright Children—conducted on behalf of Alberta Education to examine the problem-solving competencies and strategies of intellectually gifted children
- The Video Demonstration Project—conducted with Alberta Education and with selected regional film centres to identify ways of improving media services to Alberta schools.




"The Komagata Maru Incident." Graham McPherson, winner of the Best Actor Award at the 1985 AMPIA Festival, played the part of narrator/magician in this ACCESS NETWORK drama production written by Sharon Pollock.

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The **Revenue Development Unit** was established during the latter part of the reporting period. In the brief time between its formation and fiscal year-end, the activities undertaken included research regarding potential sources of revenue and planning for future revenue generation.

# EDUCATIONAL TECHNOLOGY AND ADMINISTRATION DIVISION

*Head-Smashed-In:* "Buffalo Hunt." In this program, produced for the Historical Resources Board of Alberta Culture, a scientist examines soil at what is now a World Heritage Site.

Established during the reporting year, the Division was formed by integrating educational services and administrative support, two departments with the same objectives: increased productivity and improved accountability.

The **Educational Technology Department** strengthened the Corporation's role in both educational programming and state-of-the-art initiatives for the formal education sectors in the province. Functional units within the department included: Youth Education, Adult Education, the Educational Technology Centre, and the Media Resource Centre, each of which provided a distinct service to Alberta's educational community.

The **Administration Department** included such main support-system units as Personnel Services, Information Systems, Office Services, Project Accounting, and Financial Services. All of these were involved in achieving cost-efficiency/cost-effectiveness in corporate operations during a time of continued financial restraint.

Within the Educational Technology Department, the **Formal Learning—Children/Youth Directorate** was responsible for co-ordinating the production/acquisition of learning resources for young children and their parents, as well as for teachers and students in Grades 1 - 12. It maintained a close working relationship with Alberta Education in the co-ordination and implementation of productions, acquisitions, and the renewal of learning resources. Television, radio, and multi-media programming was provided for broadcast and/or tape distribution in order to meet special requirements of Alberta teachers and students.

The programming developed for Formal Learning—Children was mainly for three- to seven-year-olds, their parents, and teachers. Examples of this were:

"Intellectual Development: Learning Skills for Life"
1 x 30-minute videotape

A program designed to increase viewers' knowledge and awareness of the intellectual development of young children and to provide practical suggestions on how to foster intellectual development.

*The Magic Ring*
13 x 30-minute videotapes

A series using an experience-based approach to learning. By means of the mysterious qualities of a magic ring, viewers experience new adventures, both real and imagined, thereby suggesting enrichment activities for both children and parents to enjoy in their daily lives.

Formal Learning—Youth programming for school-age audiences and teacher in-service training involved close liaison with Alberta Education in order to develop, produce, and acquire materials for the Curriculum Branch, Language Services Branch, Special Education Services, and the Alberta Correspondence School.

Some of the projects completed in 1984-85 were:

"The Komagata Maru Incident"
1 x 60-minute videotape

In 1914, the *Komagata Maru*, a chartered Japanese steamer, arrived in Vancouver harbour carrying immigrants of East Indian origin. Although they held British passports, and thus had the right to enter Canada, they were not allowed to do so. In this production, playwright Sharon Pollock examined this deplorable historic event.

"English: A New Language"
1 x 40-minute videotape

This production was a demonstration of the basic principles of teaching English as a Second Language (ESL). By showing how to orient new students to the Canadian classroom and how to begin teaching ESL to these students, the program served both as an introduction to the ESL curriculum and as a focus for in-service discussion.

*Teletales*
15 x 15-minute videotapes

Andrew Lang, the Brothers Grimm, Joseph Jacobs, Peter Christian Asbjornsen, and several others did all the hard work for this series a hundred or more years ago. They recorded, copied, or translated many marvellous stories from around the world. The folk tales used in this series originate from the oral tradition and were adapted by John Robbins.

*Logic, Learning and Logo*
multi-media kit

These materials were designed to help teachers understand the use of LOGO, a computer language, for teaching problem-solving in elementary classrooms.

*Les pionniers franco-albertains*
2 x 15-minute videotapes

A grandmother tells her granddaughter the stories and remembrances of her family and describes the people encountered when moving to Alberta at the beginning of the century. The programs focus on the arrival of the first families, the region where they established themselves, their daily lives, and their customs.

Alberta Education Co-productions:

By separate agreement with Alberta Education, programming was developed, produced, and broadcast on ACCESS NETWORK — CKUA AM•FM. In cases where programming was scheduled from the Corporation's existing inventory, rights were acquired, or renewals of rights gained. Such a project was:

*All That I Can Be*
18 x 10-minute audiotapes

This series was produced as a resource for teachers to use in conjunction with the elementary health curriculum and was accompanied by a print component. The series had a life-careers theme and was a tool for teachers to use in the classroom to encourage thought and discussion. The programs were presented in a drama format for Grades 4 to 6.

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Programming and service initiatives by the **Formal Learning—Adult Directorate** during 1984-85 reflected provincial priorities in adult basic education, in manpower and economic development, and in health services and new technologies. The introduction of the ACCESS NETWORK educational television service also enabled the Corporation to co-operate with post-secondary educational institutions in expanding formal, distance-education telecourse services throughout the province. Highlights for the year included:

Telecourses:

- *Bits & Bytes*
  Northern Alberta Institute of Technology
- *Ensemble*
  Athabasca University
- *Psychogénèse de l'enfant*
  Athabasca University
- *le CORPS HUMAIN*
  Athabasca University
- *Man and the Environment*
  Athabasca University
- *Starting a Business*
  Northern Alberta Institute of Technology
- *Tourism is Your Business*
  Grant MacEwan Community College
- *Understanding the Earth*
  Athabasca University

Adult Basic Education:

- *Choosing Directions*
- *Don't Call Me Stupid*
- *Once More With Meaning*
- *Out of the Shadows*

Alberta has an estimated 250,000 functionally illiterate adults. Thus, in addition to acquiring these four programs for workshop and institution-based literacy training, ACCESS NETWORK incorporated them within a six-part broadcast series on literacy in Alberta.

- "English for Life and Work" (AVC—Edmonton/Advanced Education), a pilot project in the use of interactive videodisc for English-as-a-Second Language (ESL) instruction.
- "Neighbours: An English Tutor-Training Program" (AVC—Edmonton), a program designed to train tutors for one-on-one instruction in ESL studies.

CKUA AM•FM Programming:

- *Allez France*
  Athabasca University
- *Ensemble*
  Athabasca University
- *Ragtime to Rolling Stones*
  Athabasca University
- *Sur le vif*
  Athabasca University
- *Theatre of the Air*
  Athabasca University

New Services:

Microcomputer Software Acquisition Service (for post-secondary education).

---

The role of the **Educational Technology Centre** (ETC) was to develop practical applications of emerging technologies that would enhance the Corporation's services. In fulfillment of this role, the ETC was involved in various activities. Projects/services during the reporting year included:

"Alberta Laserdisc Symposium '84." ETC staff organized and participated in this international conference on the applications of videodisc technology to education, business, and medicine.

"Paraprofessionals in the Electronic Classroom", a joint project with the Teacher Aide Program at Grant MacEwan Community College. Mrs. Barbara Myler, head of the Program, spent a year with ETC staff doing research and developing a multi-media kit to teach computing skills to teacher aides.

Alberta Laserloan Library. The Centre maintained a lending library through which educational videodiscs were made available to educators using this new technology.

"English For Life And Work" the pilot project of a sophisticated microcomputer/videodisc simulation package designed to teach new Canadians about learning opportunities offered by educational institutions.

"Logic, Learning and LOGO", a multi-media kit designed to implement the use of the LOGO computer language to develop children's problem-solving skills.

"LOGO Challenge Cards", a series of activity cards designed to stimulate problem-solving and conceptual skills among elementary students using the LOGO programming language.

ETC staff assisted in the marketing and promotion of the 'Deaf Awareness' and 'Urinary Catheterization' videodiscs.

The Centre also assisted many clients via individual consultation and by means of presentations and workshops. Clients included Alberta Agriculture, Lethbridge Community College, Alberta Social Services and Community Health, the Public Affairs Bureau, the Alberta Solicitor General's Department, and the University of Calgary. Further, the ETC hosted visitors interested in videodisc technology from such diverse locations as Alaska, Ontario, the Federal Republic of West Germany, and the People's Republic of China.

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The **Media Resource Centre** (MRC) continued to offer a variety of learning materials to Alberta educators and educational institutions. The materials, produced and acquired in the form of print and non-print, were distributed by ACCESS NETWORK for use in classrooms, institutional seminars, and further-education activities. The essential service provided was that of dubbing (duplication) of videotape, audiotape, and computer software for teachers, students, and educational institutions.

The *ACCESS NETWORK Audio/Visual Catalogue 1985* was produced by the Centre and distributed to schools and other educational establishments. The *Catalogue* contained information on the 4,217 video programs and

1,097 audio programs in the Corporation's programming inventory, plus identification of the 205 print-support items available.

During the reporting period, 65,026 video dubs and 17,505 audio dubs were produced. These were supplied to schools in both urban and rural locations. In addition, programs were supplied to post-secondary institutions, Alberta Education, and educational cable consortia. Of the video dubs produced, 46,834 were supplied on VHS format, 12,786 on 3/4 inch U-MATIC, and 4,409 on BETA format. The remaining 997 were processed on broadcast format.

For the greater part of the fiscal year, the Corporation transmitted formal and informal education programs, each weekday, on five commercial television stations throughout the province. Three hundred and seventy-five hours of programming were packaged and distributed to CFRN-TV Edmonton, CFAC-TV Calgary, CKRD-TV Red Deer, CITL-TV Lloydminster, and CHAT-TV Medicine Hat.

The MRC added 136 computer programs to its inventory. Alberta Education obtained the necessary distribution licensing for these from the Minnesota Educational Computing Corporation (MECC). The programs were in Apple format and were supplemented by 143 print-support items. An accompanying computer-software catalogue containing information on these MECC materials was produced, and Alberta Education distributed this publication, at no charge, to schools. During the fiscal year, 11,500 diskettes were duplicated and distributed along with support material on a cost-recovery basis.

The MRC maintained an inventory of approximately 100,000 print items, which consisted of teacher guides, student manuals, and adult-education material. Of these, 23,512 copies were distributed, free of charge, to schools and educational institutions in Alberta.

*The ACCESS Academy for Microcomputers*. Hosts Dr. Milt Petruk and Fil Fraser discuss BASIC progamming in this segment of a very popular video series.

Within the Administration Department, **Personnel Services** ensured the management, monitoring, and communication of effective human-resource procedures and information to meet the Corporation's related requirements. This was done by utilizing productive educational and administrative methods and tools.

During the reporting year, a reorganization and deployment of staff resulted in a 2% reduction in complement positions. A number of staff-development programs were initiated to assist senior management in the methods and skills of effective delegation, while technical-maintenance training assisted professional/technical staff. In addition, new contract procedures for employees and freelancers were developed in order to bring about substantially improved flexibility and productivity. Further emphasis was again placed on a review of employee benefits. In the spring, a tax-deferral plan of a voluntary nature was presented to employees.

---

During the year, **Information Systems** utilized the Corporation's mainframe computer system to assist staff in monitoring the facilities and resources involved in Project Accounting. A number of application requests from within the Corporation were also met by means of this system. Statistical-analysis processing was provided by the Unit to meet the increased workload of the Planning and Research Unit and to consolidate mailing lists for a major Market Development Department activity. A new telephone system was installed to assist staff in creating awareness of the satellite initiative. The initial design of a computerized, broadcast-scheduling system to accommodate 12-hour-per-day, seven-day-per-week programming was completed. Standards and application/development procedures were designed and implemented in order to deal more effectively with computerized requests. In addition, a new word-processing system was planned, developed, and installed in order to improve productivity and inter-office communication.

---

Financial control and reporting were the major responsibilities of **Financial Services**. During the reporting year, the Unit co-ordinated the preparation and distribution of payroll, continued to review budgeted and actual expenditures, and maintained a fixed-asset control system. Timely and accurate financial information was essential to the planning and management of the total Corporation and the activities of its various cost centres.

For the 1984-85 fiscal year, the Corporation's provincial government grant was $16,153,000. Of this amount, $14,394,000 was allocated to operating expenses and $1,759,000 to capital purchases. Additional income of $1,578,381 was raised during the year, mainly from co-production agreements, program sales, and interest on investments.

Total revenue was $17,731,381, while total expenses were $16,240,016. The resulting net income for the year was $1,491,365. Added to the previous year's retained earnings, the total of retained earnings at year-end became $8,774,252.

The audited Financial Statements for the fiscal year ended March 31, 1985 are presented, together with the Schedule of Private Sector Shares, on pages 18-24.

In the **Television Department**, major emphasis was placed on developing and realizing the operational plan to initiate broadcast by satellite transmission. This entailed establishing broadcast and master-control operations in the Edmonton facility, acquiring/producing video materials, and incorporating new and existing programming into a schedule for a weekly broadcast of 84 hours. As described earlier in this Report, the operational plan was drafted by a co-ordinating committee and several subcommittees and implemented with the commencement of broadcast in January.

---

Selected examples of new productions from **Informal Learning/Programming** included:

*Literacy in Alberta*
6 programs x 60 minutes

This series was designed to create awareness of the extent of illiteracy and the remedial facilities available in the province.

*Alberta Playhouse*
6 programs x 60 minutes

Each segment of the series featured an ACCESS NETWORK original dramatic production, with a guest interview on such aspects of drama as writing, acting, and directing.

*The Parents' Hour*
20 programs x 60 minutes

Professionals and parents discussed various matters of child rearing, including discipline, parental roles, adoption, single parenting, and the problems of juveniles.

*Point of View*
13 programs x 30 minutes

Each broadcast featured an issue in the news as a springboard for discussion between a guest and a panel of high school students.

*Fitness for Life*
6 programs x 30 minutes

Co-produced with the University of Alberta, the series dealt with the general topic of fitness and health promotion, covering such areas as nutrition, weight gain and loss, and fitness for the disabled. Every program featured a phone-in segment whereby viewers could query the studio guests.

A scene from the slide-tape presentation entitled "We're Making It Happen", prepared by ACCESS NETWORK for the Regional Co-ordinators of Early Childhood Services.

---

The move of the **Production Unit** to satellite broadcast resulted in an increased use of the studio facility. Projects included live-to-tape and live-to-air formats as well as the production of numerous series for the broadcast schedule. The Unit count for the reporting period totalled 328 half-hours.

The following projects, in the form of videotape, print material, or computer-related programming, were completed:

*The ACCESS Academy for Microcomputers* (revised version)
*Activities for Seniors*
*Alberta Bound*
*Computer Literacy for Small Business*
*Day Care*
*English for Life and Work*
*ESL Inservice*
*ESL Tutor Training*
*Foster Care*
*Héritage franco-albertain*
*Historical Resources*
*Logic, Learning and Logo*
*L'ouest Canadien*
*Meats in Canada*
*Muskwachees Community: Jason Visits the Reserve*
*NAIT Stairs*
*No Signature, No Shot: Is Immunization Important?*
*Nursing Assessment of the Infant*
*Paths of Development*
*Responsibility towards Animals: Cinnamon's Story*
*Shelter Alternatives for Seniors*
*Solutions Unlimited*
Alberta Culture Artists' Tapes
Alberta Research Council PSAs
ATA Workshop on Stereotyping
ATEC Vignettes
Provincial Archives PSAs

* *Alberta Playhouse*
* *Fitness for Life*
* *The Human Condition*
* *Literacy in Alberta*
* *The Parents Hour*
* *Point of View*
* *Special Edition*

---

During the period covered by this report, the **Acquisitions and Scheduling Unit** obtained 1,975 half-hour units of video programming and 50 half-hour units of audio programming for use throughout Alberta. The Corporation secured various rights for this programming, including those of unlimited broadcast for up to five years and unlimited broadcast with duplication rights (dependent on specific programming). Many items were purchased for limited broadcast, e.g., four plays over four years. In addition, some were acquired with duplication rights only, in order to provide copies to operating schools in Alberta for classroom use. The Unit also developed and coordinated the satellite television schedule.

---

The production and technical staff of the **Edmonton Operations Department** completed 284 half-hour units of video programming. This productivity included, for the television service, 88 half-hour units with an interactive component: a host and guests were available in the studio to give viewers the opportunity to phone in and ask questions about, or comment on, the topic under discussion. Such programs also included a videotape segment, providing background to the topic, examples being: *Bits and Bytes, Gerontology, The Human Condition.*

The highlight of the Department's activities was the production of programming for the launch of ACCESS NETWORK television.

---

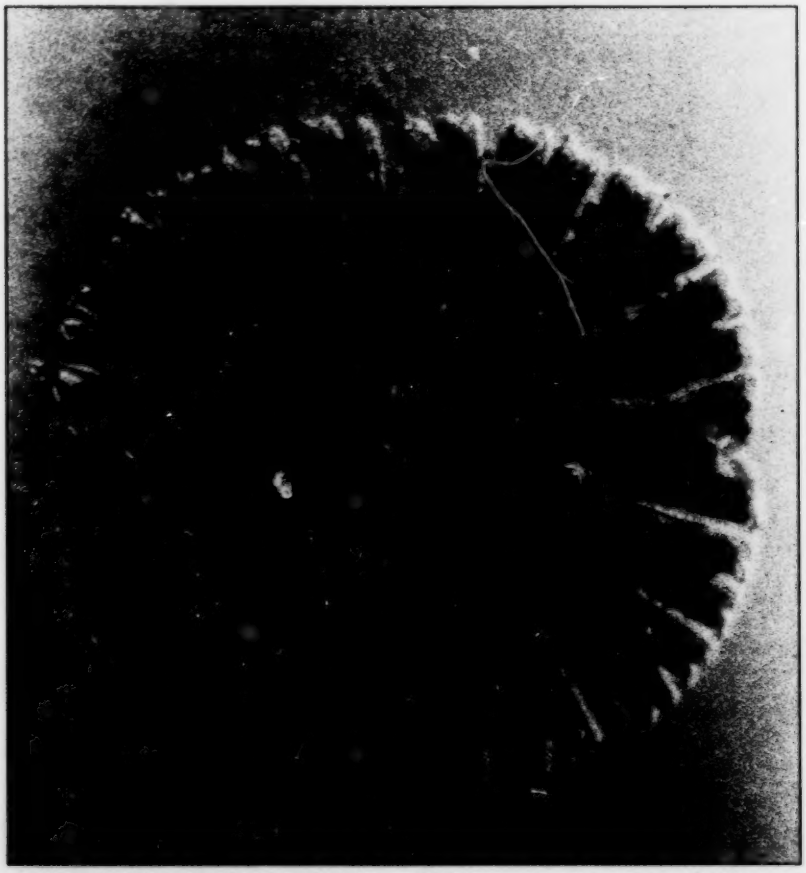
The **Calgary Operations Department** supplied staff and facilities to support the processing of projects in the form of videotape, slide-tape, audiotape, videodisc, and print support. In order to meet the Corporation's diverse pro-

*Satellite broadcast

gramming needs, the staff of the Department included media specialists, designers, producers and assistants, production supervisors, videotape editors, audio operators, and technicians.

During the year, 54 units of varying complexity and length, totalling 1080 minutes of broadcast, were completed. These included such film items as *Canada's Amazing Health History* and *Landscapes*. Video items included *Aspects of Ecology*, *Canadian Literature*, the Canadian drama entitled "The Komagata Maru Incident", *Living with Cerebral Palsy*, *The Magic Ring*, and *Medical/Legal Issues: Observations*.

The **Market Development Department,** established at the beginning of the reporting period, amalgamated a number of corporate services: communications, marketing, utilization, print support/publications, graphics, and copyright clearance. During the fiscal year, the major effort was preparing for the satellite service, most notably the production of a new corporate image. This image—new logo, and name change to ACCESS NETWORK—included the animated station identification for television and a musical signature for both television and radio.



*Aspects of Ecology*. A laboratory study in the "Micro-organisms" program of this five-part ACCESS NETWORK video production.

The **Communications Unit** was responsible for creating general public awareness of ACCESS NETWORK products and services within Alberta. The resulting activities included public relations, advertising, media relations, as well as general and specific promotions. The prime task, however, was the development and implementation of a satellite-promotion plan. In the course of the year, this included a major launch campaign and follow-up; an information program for cable companies distributing the new service; the provision of a 1-800 telephone information line for Albertans; expansion of media-relations programs; and the production of information for listing in various television publications in the province. Notable results included: about 1,500 information calls from the public in the first two months, and listing of the new service in 26 television publications.

The **Marketing Unit** was responsible for the sale of corporate productions. During the reporting period 121 program sales, totalling $151,844, were made. Major sales included the following video or videodisc materials:

*The ACCESS Academy for Microcomputers*
*The Body Works*
*Communicating with a Purpose*
"Deaf Awareness" (videodisc)
*Energy Efficient Housing*
*Focus on Childhood*
*Game Plan*
*Harriet's Magic Hats*
*Harriet's Magic Hats II*
*Nursing Assessment of the Infant*
*Primer*
"Urinary Catheterization" (videodisc)
*Workers at Risk*

An increase in sales to the U.S.A. was primarily due to the ACCESS NETWORK presentation at the "Firstview—Satellite Screenings," a major instructional-television conference. Sales generated from this meeting alone totalled $23,920. Other marketing was achieved in Canada from Newfoundland to British Columbia, and in the United States from New York to Alaska.

The **Publications Unit** was responsible for the production of such print support as teacher guides, student texts, curriculum in-service materials, and adult-education studies, together

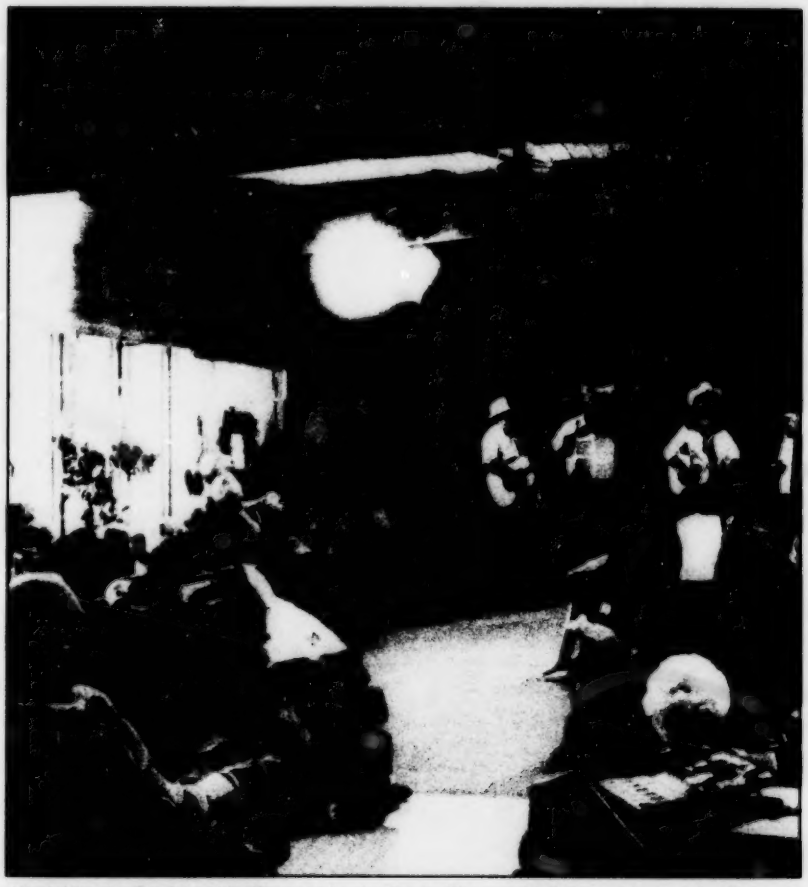
with annual audio and video prospectuses, and the *ACCESS Magazine*. Items published in the fiscal year were:

*ACCESS Magazine, Sept. '84 - Nov. '84*
*ACCESS Magazine, Dec. '84 - Feb. '85*
*Teacher's Guide to ALL THAT I CAN BE* (for each of Grades 4, 5, and 6)
*ANNUAL REPORT, 1983 - 1984*
*AUDIO PROSPECTUS, 1984 - 1985*
*Instructor's Guide to COMPUTER LITERACY FOR SMALL BUSINESS*
*ECS LEARNING CENTRES*
*A Guide to ENERGY EFFICIENT HOUSING*
*GUIDE DU MAÎTRE: Héritage franco-albertain*
*IMAGES DE NOTRE PASSE*
*Teacher's Guide to IT'S UP TO YOU, Series II*
*Classroom Guidelines to JUST BECAUSE WE'RE KIDS* (for Grades 4, 5, and 6)
*A Student's Guide to JUVENILES AND THE LAW*
*A Teacher's Guide to JUVENILES AND THE LAW*
Guide to, and cards of, *LOGIC, LEARNING AND LOGO*
Program transcripts of *MEDICAL/LEGAL ISSUES* (eight books)
*A Teacher's Guide to MUSKWACHEES COMMUNITY: Jason Visits the Reserve*
*A Guide to NO SIGNATURE, NO SHOT: Is Immunization Important?*
*A Guide to NURSING ASSESSMENT OF THE INFANT*
*POINT OF VIEW* Program Guide (three issues)
*QUALITY DAYCARE: It's Your Choice*
A Teacher's Guide to RESPONSIBILITY TOWARDS ANIMALS: Cinnamon's Story
SCHOOL/COMMUNITY INTERACTION: Module 1—Community Relations Workshop Manual

Three items comprising the *TEACHER'S AIDE MICROCOMPUTER PROJECT*
*TEENS AND ALCOHOL: An Information/ Resource Guide for Teachers*
*VIDEO PROSPECTUS, 1984 - 1985*
*VISIONS* Program Guide

In response to popular demand, the following items were reprinted:

*IT WORKS BOTH WAYS: Teaching Reading and Writing to Adults*
*SPEECH AND DEBATE: A Resource Booklet*
*TRADITION AND MODERNIZATION IN ASIA AND AFRICA: Student Readings*
*WRITE AWAY: WRITING FOR A MARKET* (tutor version). *A Resource Book for High School Storytellers*



"Activities for Seniors." At Shangri-La Lodge in Drayton Valley, residents take time out from the administrative and fund-raising work that is an important part of their life.

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The role of the **Utilization Unit** (formerly Field Services) was to provide information and assistance to the Corporation's clients in the formal and informal learning sectors of the educational system. The main responsibility of the Unit was to increase the awareness and utilization of corporate media resources.

During the reporting period, the Unit's media consultants took part in a considerable number of client-related activities, ranging from individual consultations with teachers to professional development work and major conference presentations. In particular, there was a notable demand for services from agencies that had not been traditional clients. Microcomputer in-service training increased as a result of interest in the MECC (Minnesota Educational Computing Corporation) computer software available to educators from ACCESS NETWORK's Media Resource Centre. Indeed, consultation regarding the educational applications of the microcomputer was a significant part of consulting activity during the year.

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The **Copyright Clearance Unit** was responsible for the clearance of copyrighted elements appearing in all corporate productions, the renewal of copyrighted elements, the payment of residuals to performers in continuing ACCESS NETWORK productions, payment of royalties, and the clearance of copyrighted elements in productions marketed outside Alberta.

During the fiscal year, **ACCESS NETWORK—CKUA AM•FM** established a three-year plan to meet the needs of its identifiable audiences more effectively. Integral to the plan is ongoing research and evaluation to ensure that CKUA AM•FM continues to offer an alternative service to that provided by private broadcasters. Thus a principal element in the plan was the provision of 63 hours of programming per week devoted to 'foreground format,' material designed to inform as well as entertain. Included within that format was 53 hours per week of music selected from the classical, folk/blues, and jazz categories.

In support of the educational mandate of the service, CKUA AM•FM developed and produced programs for youth and adults for a total of 601.5 principal-role units (each unit representing 30 minutes of program time), which were comprised as follows:

| | |
|---|---|
| Youth Formal | 99.5 units |
| Youth Informal | 6.0 units |
| Adult Formal | 186.0 units |
| Adult Informal | 310.0 units |

In support of the broadcast schedule, a further 169 units were acquired through the University of Alberta, the University of Calgary, and Athabasca University.

It is noteworthy that the number of audio dubs requested through the Media Resource Centre was 17,505, an increase of 74% over the previous year.

Examples of new productions from the **Programming Department** during 1984-85 included:

*Celebrate Bach*
6 X 30-minute audiotapes

This series commemorated the Bach Tricentennial. A piano competition attracted 350 entrants. Of these students, 33 were chosen to perform the works of Bach and discuss his music with the program host, Professor Alexandra Munn of the Music Faculty, University of Alberta.

*Foster Parenting*
5 X 30-minute documentaries
and
4 X 30-second public service announcements (distributed to Alberta radio stations through the Alberta Foster Parents Association)

This programming was produced at the request of, and in co-operation with, Alberta Social Services and Community Health and the Alberta Foster Parents Association to support foster parenting in general and, specifically, for Foster Parents Week (December 4th to 10th, 1984).

*Small Business Management*
13 X 30-minute documentaries

Produced in co-operation with Alberta Tourism and Small Business, this series offered the expert advice and observations of Albertans in business and generated much interest from independent business operators and educational institutions.

*Social Costs of Unemployment*
13 X 30-minute documentaries

These programs provided historical, sociological, and economic perspectives on unemployment. They also presented strategies for the unemployed, expert analysis of current economic trends, and implications for the future.

*Tout ce que je peux être*
18 X 15-minute audiotapes
and
*Le voisin du Canada*
11 X 30-minute audiotapes

These second-language programs were the first such productions developed by the station utilizing in-house resources. Because of these series, CKUA AM•FM had the opportunity to employ the expertise of writers and performers from the French-speaking community of Alberta as well as the French-language skills of staff members.

In the development and production of its programming, CKUA AM•FM commissioned 621 performances by Alberta actors/actresses, 143 scripts by Alberta writers, 36 days of investigative work by Alberta researchers, and produced print support for seven series. Further, music was composed and performed live by Alberta musicians for themes and bridges in seven radio series.

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During the reporting period, the **News Department** continued to make a significant contribution to Albertans by providing in-depth news coverage. News and current affairs made up 15% of the broadcast schedule, with emphasis on provincial coverage. Highlights included:

- implementation of an innovative news/information/music program—"The Afternoon Edition"
- coverage of Question Period during the Legislative Assembly's spring and fall sittings, and live coverage of the provincial budget
- coverage of the visit of Pope John Paul II in September, 1984
- "Speaker of the Week" as part of the regular broadcast schedule, and
- a restructured "Noon Newsmagazine."

The station also continued to acquire high-quality, recorded music to fit the main programming thrust, and to augment a very extensive library facility. In order to enhance programming objectives, CKUA AM•FM initiated operating-skills training seminars for production and operating staff and placed additional emphasis on recruiting highly qualified personnel. Further, the three-year plan included the means to recruit a network of provincial stringers.

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The **Engineering Department**, responsible for maintaining and upgrading CKUA AM•FM equipment in the studio and at transmitter sites, made a number of improvements to enhance the station signal. In addition, the planning and tendering of equipment for the ACCESS NETWORK — CKUA AM•FM phase of the satellite project was undertaken. When completed in mid-1985, this will make possible the distribution of audio programming to all 15 transmitters by way of satellite.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

# PRIVATE SECTOR SHARES

MARCH 31, 1985

| | 1984 - 85 Fiscal Year Actual Expenses | | 1983 - 84 Fiscal Year Actual Expenses | |
|---|---|---|---|---|
| | $ | % | $ | % |
| **Productions:** | | | | |
| Freelancers (scriptwriters, producers, photographers, film editors, consultants, and make-up services) | 594,224 | 3.7 | 704,304 | 4.3 |
| External Productions | 233,098 | 1.4 | 236,459 | 1.5 |
| Announcer, Performer, Musician and Copyright fees | 476,238 | 2.9 | 494,382 | 3.0 |
| Films, Tapes and Record Purchases | 767,301 | 4.7 | 578,066 | 3.5 |
| Film Processing, Film Lab and Sound Lab Services | 61,414 | .4 | 102,480 | .6 |
| | 2,132,275 | 13.1 | 2,115,691 | 12.9 |
| **Acquisitions** | 517,785 | 3.2 | 786,637 | 4.8 |
| **Purchased Air Time and Transmission** | 1,191,439 | 7.3 | 1,027,359 | 6.3 |
| **Information Services:** | | | | |
| External Printing | 171,584 | 1.1 | 282,012 | 1.7 |
| Advertising | 113,439 | .7 | 63,086 | .4 |
| | 285,023 | 1.8 | 345,098 | 2.1 |
| **Agency and Professional Services** | 54,860 | .3 | 104,543 | .7 |
| **Building Rent, Janitorial and Security Services** | 1,366,078 | 8.4 | 1,120,480 | 6.9 |
| **Other General Expenses*** | 1,990,365 | 12.3 | 1,997,896 | 12.2 |
| Total Private Sector | 7,537,825 | 46.4 | 7,497,704 | 45.9 |
| Total Non-Private Sector** | 7,406,449 | 45.6 | 7,799,761 | 47.7 |
| Depreciation and Amortization | 1,295,742 | 8.0 | 1,054,812 | 6.4 |
| Total Corporate Expense | 16,240,016 | 100.0 | 16,352,277 | 100.0 |

*Telephones, Utilities, Office Supplies, etc.
**Largely made up of Manpower Costs

To the Directors of The Alberta Educational Communications Corporation and the Members of The Alberta Educational Communications Authority

I have examined the balance sheet of The Alberta Educational Communications Corporation as at March 31, 1985 and the statements of income and retained earnings and changes in financial position for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1985 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied, after giving retroactive effect to the changes in accounting for retained earnings and accrued vacation pay and except for the change in accounting for program acquisitions as explained in Note 3 to the financial statements, on a basis consistent with that of the preceding year.

Edmonton, Alberta
June 14, 1985

F.C.A.
Auditor General

## THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

# BALANCE SHEET

MARCH 31, 1985

| ASSETS | 1985 | 1984 |
|---|---|---|
| **Current:** | | |
| Cash | $ 2,002,191 | $1,376,167 |
| Receivables (Note 4) | 270,701 | 411,558 |
| Inventories | 143,536 | 159,347 |
| Prepaid expenses | 185,592 | 128,929 |
| Deferred program costs | 728,900 | — |
| | 3,330,920 | 2,076,001 |
| **Property, equipment and leasehold improvements (Note 5)** | 6,680,128 | 6,148,877 |
| **Long-term licences (Note 6)** | 316,921 | 425,379 |
| | $10,327,969 | $8,650,257 |

| LIABILITIES AND RETAINED EARNINGS | | |
|---|---|---|
| **Current:** | | |
| Payables and accruals | $ 1,293,128 | $1,138,278 |
| Deferred revenue | 11,784 | 6,967 |
| Production credits | 12,820 | 20,221 |
| Advances on production (Note 7) | 235,985 | 201,904 |
| | 1,553,717 | 1,367,370 |
| **Retained earnings (Note 3)** | 8,774,252 | 7,282,887 |
| | $10,327,969 | $8,650,257 |

The accompanying notes are part of these financial statements.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

# STATEMENT OF INCOME AND RETAINED EARNINGS

FOR THE YEAR ENDED MARCH 31, 1985

| | 1985 | 1984 |
|---|---|---|
| **Income:** | | |
| Grants from the Province of Alberta: | | |
| Operating | $14,394,000 | $14,225,000 |
| Capital | 1,759,000 | 1,908,000 |
| Direct costs recovered on production of programs | 288,030 | 616,831 |
| Revenue from program sales, video and audio dubbing (Note 9) | 663,378 | 642,613 |
| Interest on cash deposits | 527,297 | 298,446 |
| Other | 99,676 | 71,586 |
| | 17,731,381 | 17,762,476 |
| **Expense:** | | |
| Development and production | 5,790,370 | 6,724,173 |
| Utilization and distribution | 5,309,159 | 5,026,751 |
| Program support | 3,844,745 | 3,546,541 |
| Depreciation and amortization | 1,295,742 | 1,054,812 |
| | 16,240,016 | 16,352,277 |
| **Net income for the year** | 1,491,365 | 1,410,199 |
| **Retained earnings at beginning of year:** | | |
| As previously reported | 7,758,126 | 6,322,371 |
| Adjustment of accrued vacation pay | (475,239) | (449,683) |
| As restated | 7,282,887 | 5,872,688 |
| **Retained earnings at end of year** | $ 8,774,252 | $ 7,282,887 |

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

# STATEMENT OF CHANGES IN FINANCIAL POSITION

FOR THE YEAR ENDED MARCH 31, 1985

| | 1985 | 1984 |
|---|---|---|
| **Financial resources were provided by:** | | |
| Operations | | |
| Net income | $1,491,365 | $1,410,199 |
| Items not affecting cash | | |
| Depreciation and amortization | 1,295,742 | 1,054,812 |
| Amortization of long-term licences | 113,696 | 44,576 |
| Gain on disposal of equipment | (34,256) | (20,423) |
| | 2,866,547 | 2,489,164 |
| Proceeds from disposal of equipment | 66,002 | 46,337 |
| Increase in current liabilities | 186,347 | — |
| | 3,118,896 | 2,535,501 |
| **Financial resources were used for:** | | |
| Studio and technical equipment | 1,329,729 | 888,916 |
| Automotive equipment | 44,056 | 59,541 |
| Furniture, fixtures and office equipment | 337,607 | 505,902 |
| Leasehold improvements | 147,345 | 195,609 |
| Computer software licence | 5,238 | 396,455 |
| Increase in current assets | 628,895 | 239,491 |
| Decrease in current liabilities | — | 199,196 |
| | 2,492,872 | 2,485,110 |
| **Increase in cash** | 626,024 | 50,391 |
| **Cash at beginning of year** | 1,376,167 | 1,325,776 |
| **Cash at end of year** | $2,002,191 | $1,376,167 |

# NOTES TO THE FINANCIAL STATEMENTS

MARCH 31, 1985

**Note 1 Authority**

The Alberta Educational Communications Corporation operates under the authority of the Alberta Educational Communications Corporation Act, Chapter A-18, Revised Statutes of Alberta 1980 as amended.

**Note 2 Significant accounting policies**

**Program productions**
All direct costs of programs developed and produced by the Corporation are charged against operations in the year incurred as no significant cost recoveries are normally expected from these programs after the initial year of production and broadcasting.

**Program acquisitions**
The cost of programs purchased from other agencies is amortized on the straight-line basis over the period for which the right to use the program has been acquired.

**Inventories**
Inventories consist of video and audio tapes and disks and are recorded at the lower of cost and net realizable value.

**Property, equipment and leasehold improvements**
Property, equipment and leasehold improvements are stated at cost less accumulated depreciation and amortization.

Buildings are depreciated on the straight-line basis over their estimated useful life of thirty years at which time they are not expected to have any salvage value. Land improvements are amortized over a maximum term of ten years.

Depreciation of equipment is calculated on the straight-line method and is based on the estimated useful life of each group of assets ranging from three to ten years, less 15% salvage value, except for automobiles and trucks where the salvage value has been estimated at 30% of the original cost.

Leasehold improvements are amortized over the remaining term of the lease plus one renewal period thereafter.

**Long-term licences**
The long-term licences are recorded at cost less accumulated amortization.

Amortization is calculated using the straight-line method over a term of twenty years for the broadcast licence and five years for the computer software licence.

**Note 3 Changes in accounting policies**

**Retained earnings**
During the year, the Corporation adopted retroactively the policy of crediting capital grants and gains on disposals of equipment and charging depreciation and amortization to the Statement of Income and Retained Earnings. These items had been previously reported in a Statement of Capital Surplus. The effect on the Statement of Income and Retained Earnings is to increase net income in the current year by $497,514 (1984 $873,611).

Retained earnings was previously reported in two parts (operating surplus and capital surplus). It is now shown as only one figure with no change in the total from that previously reported.

**Accrued vacation pay**
During the year, the Corporation adopted retroactively the policy of recording accrued vacation pay as a liability. The effect of this change on retained earnings is shown as an adjustment to retained earnings at the beginning of the year in the Statement of Income and Retained Earnings. There is no material effect on the net income of the Corporation.

**Program acquisitions**
During the year, the Corporation adopted the policy of amortizing the cost of acquired programs over the period for which the right to use the program has been acquired. These costs were previously charged against operations in the first year that rights were obtained. If this policy had been applied retroactively there would be no material effect on net income. However, had the old accounting policy continued in effect in the current year, net income would have been reduced by $730,000.

**Note 4 Receivables**

| | 1985 | 1984 |
|---|---|---|
| Trade | $148,341 | $319,165 |
| Accountable advances | 15,150 | 13,700 |
| Other | 107,210 | 78,693 |
| | $270,701 | $411,558 |

**Note 5 Property, equipment and leasehold improvements**

| | 1985 | | | 1984 |
|---|---|---|---|---|
| | Cost | Accumulated depreciation and amortization | Net book value | Net book value |
| Buildings and land improvements | $ 279,956 | $ 92,384 | $ 187,572 | $ 198,819 |
| Studio and technical equipment | 9,880,564 | 5,481,191 | 4,399,373 | 3,995,290 |
| Automotive equipment | 558,616 | 409,448 | 149,168 | 147,022 |
| Furniture, fixtures and office equipment | 1,744,484 | 627,241 | 1,117,243 | 992,202 |
| Leasehold improvements | 1,648,404 | 821,632 | 826,772 | 815,544 |
| | $14,112,024 | $7,431,896 | $6,680,128 | $6,148,877 |

### Note 6 Long-term licences

During 1979 the Corporation entered into a long-term agreement whereby a licence to utilize certain broadcast facilities for the CKUA FM network was obtained for a twenty year period. During 1984 the Corporation entered into a computer software licence agreement in perpetuity, the cost of which is being amortized over the five year period estimated to be its useful life.

| | 1985 | | | 1984 |
|---|---|---|---|---|
| | Cost | Accumulated amortization | Net book value | Net book value |
| Broadcast licence | $ 90,000 | $ 25,500 | $ 64,500 | $ 69,000 |
| Computer software licence | 366,693 | 114,272 | 252,421 | 356,379 |
| | $456,693 | $139,772 | $316,921 | $425,379 |

### Note 7 Advances on production

Advances received from outside educational institutions for anticipated costs of future program production are deposited initially into a separate bank account. Production costs relating to these programs and incurred by the Corporation are subsequently recovered by it from the advances received. The advances on production of $235,985 (1984 $201,904) represent future recovery of costs.

### Note 8 Commitments

The Corporation had a number of productions in progress at March 31, 1985. The costs for the completion of these productions in progress are estimated at $1,150,000 (1984 $1,180,000).

The Corporation is committed to aggregate rental payments of $8,295,315 under realty and equipment leases having an initial term of more than one year. Minimum annual rental payments during the next five years are as follows:

| Year | Amount |
|---|---|
| 1986 | $2,096,000 |
| 1987 | $1,175,000 |
| 1988 | $ 982,000 |
| 1989 | $ 783,000 |
| 1990 | $ 783,000 |

The Corporation is committed to program acquisition payments of $647,024 under contracts and purchase orders having a term of more than one year. The required payments by year are $405,720 in 1986 and $241,304 in 1987.

### Note 9 Revenue from program sales, video and audio dubbing

Program sales revenue is generated from the sale of educational television and radio programs to organizations resident outside the Province of Alberta. Revenue from program sales during the fiscal year amounted to $151,844 (1984 $175,584).

Audiotape and videotape required for the dubbing of programs requested by various educational institutions in Alberta is provided by the Corporation at cost. The tape costs recovered during the year amounted to $420,320 (1984 $390,447).

Other sales revenue in the amount of $91,214 (1984 $76,582) is generated from the distribution of computer diskettes, print materials and multi-media kits.

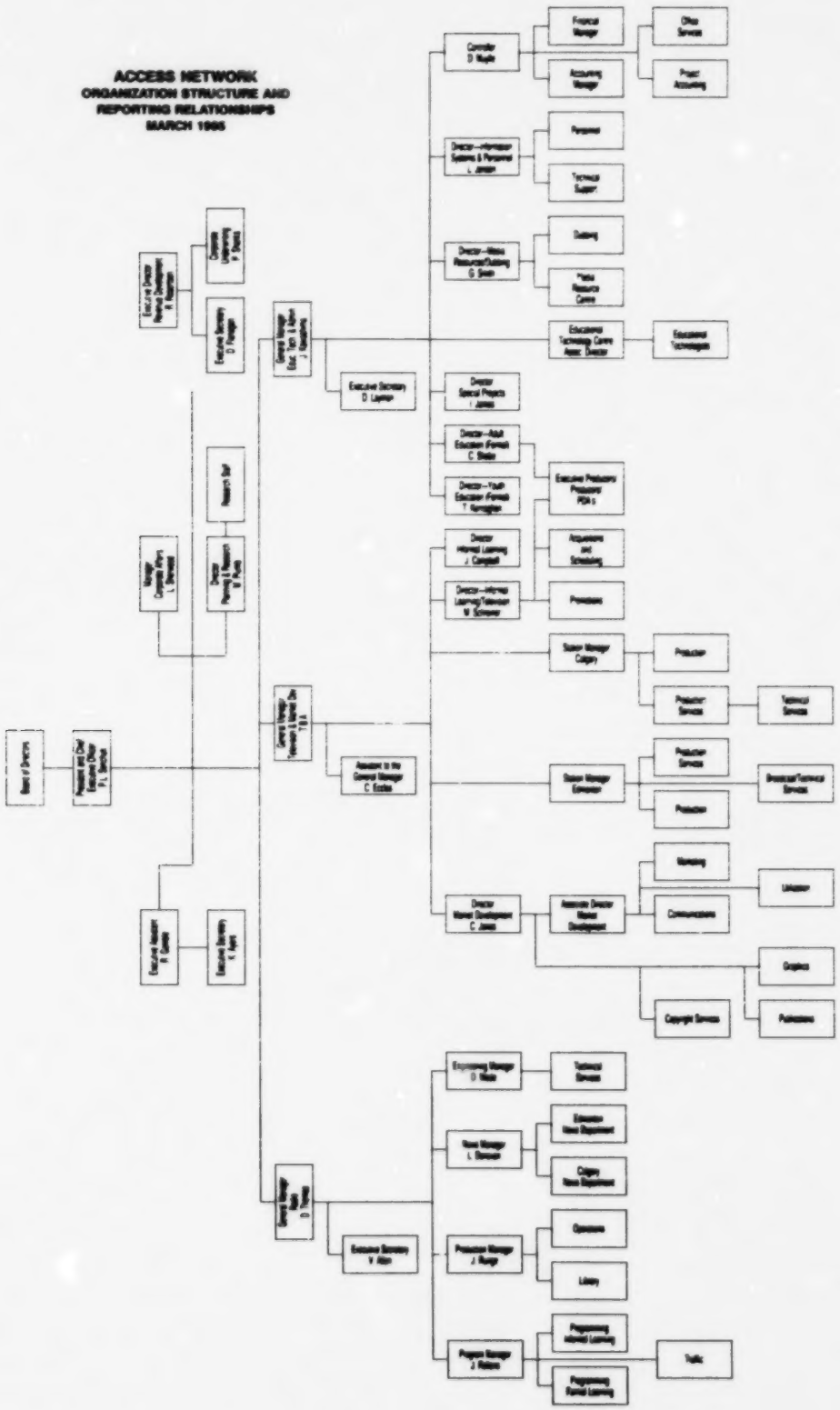
### Note 10 Comparative figures

The 1984 figures have been restated where necessary to conform to 1985 presentation.

### Note 11 Approval of financial statements

These financial statements were reviewed by management and recommended for approval by the Board.

**ACCESS NETWORK**
**ORGANIZATION STRUCTURE AND REPORTING RELATIONSHIPS**
**MARCH 1995**



POOR
QUALITY
ORIGINAL